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MONTANA *Industrial Horizons*
STATE PLANNING BOARD NOVEMBER, 1961.

Big Mountain Ski Resort at Whitefish

SKI THE BIG SKY COUNTRY

There are 21 ski areas in Montana. The largest, Big Mountain, with four lifts, 20 miles of trails, and consistently good snow conditions, is popular with skiers from all over the Northwest.

Photo by Lacy Courtesy of Montana Highway Commission

Skiers pause near the top of Big Mountain to view Flathead Valley and Whitefish Lake. Double chair lift at right.

Some skiers don't mind driving miles to a ski run, putting on cold boots, cramped up in a cold car, and then slogging off with skis crossed (or criss-crossed) over the shoulder to finally reach a tow line.

But patrons of Big Mountain ski lodge and chalet have none of this. Their mountain is right outside the door, and any of the tow facilities are within an easy walk.

The March 4, 1950, Saturday Evening Post carried an article on the catastrophe prone shoestring start of this Whitefish project—and this year Hans Heinrich in the November issue of Ski Magazine brings the story up to date in his article "Come Early, Stay Late, . . ." for ungimmicked skiing and lots of it."

The Big Mountain has become Big Business. The National Ski Association figures the growth rate of skiing at about 25 per cent per year. But Big Mountain has averaged a 53 per cent increase each year in gross winter revenues (it also operates as a summer resort) the past four years:

Gross Winter Revenue

1957-58	42% increase
1958-59	51% increase
1959-60	21% increase
1960-61	99% increase

New Chair Lift

Up to the 1959-60 season the tow facilities consisted of the main T-bar and a rope and pomalift on the beginner and intermediate slopes. But in October of 1960 a 6,800 ft. double chair lift to the top of the mountain was completed, opening up a vast expanse of snow fields and trails leading off to the slopes below.

Other Improvements

Along with the chair lift came major improvements in the lodge and chalet. A whole wing of new rooms was added to the lodge. The cafeteria was relocated and enlarged and a quaint dining room added. And the popular after-ski stops, the Bierstube in the lodge and the Ptarmigan Room in the chalet, were enlarged. Karl Hinderman, who is also director of the ski school, built a new two-story ski shop, which features wall-to-wall carpeting.

For the skier who's looking for wide open skiing varied with challenging trails, without clutter from ski schools and other skiers, week-day skiing at the Mountain is his answer. Sometimes a yodel in the distance is the only indication there are other skiers on the hills. The skiers and schools are there, but spread over 20 miles of open slopes and trails.

The town of Whitefish, 8 miles down the mountain, is on the main line of the Great Northern Railway, and perfectly located for skiers from the Pacific Northwest and the Midwest. It's just an overnight trip from Seattle and less than a day from Minneapolis. Eighty per cent of the guest business is from out-of-state.

Winter Sports, Inc.

Ed Schenck and a friend, George Prentice, came from Great Falls fourteen years ago to join the people of Whitefish and the Chamber of Commerce in building a ski area to cost around $70,000. Winter Sports, Inc., the corporation they formed, now has a capital investment of over $700,000 and employs 81 full-time people.

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DEC 19 1961

Sound by Klier . . . Set by Vistaline, of Billings

Two associated companies, Klier Sound and Vistaline Manufacturing Company ,are creating and manufacturing sound equipment of true elegance in Billings.

In 1953 R. A. Klier was operating a highly successful hi-fi service in Minneapolis. But the economic security assured by his expanding business didn't impress Klier nearly so much as the hurly-burly life of a large metropolitan area depressed him. Montana appeared attractive, and so in 1956 he picked Billings "on the map" as being large enough to support a specialized hi-fi shop, yet small enough to avoid the big-city problems of Minneapolis that he had left.

Custom Hi-Fi and Stereo

In Billings, Klier continued working on specialized tape devices for Viking of Minneapolis, who manufacture equipment for commercial background music, and opened a service now known as Klier Sound specializing in developing refined custom hi-fi and stereo systems for local customers.

Make Cabinets

In 1958, Marvin Davis, a man with broad interests as an experimenter and with unusual artistic talents, joined Klier after having worked at Douglas Aircraft where he performed layout and design engineering work on the Nike-Zeus missile program.

This association led to the formation of Vistaline Manufacturing Co. for the purpose of producing phonograph consoles, custom furniture, and tape recorder cases.

Supply Cases to Midwest Manufacturers

Klier reports that their products have been very popular, to the extent that they are sold not only in Montana, but in Wyoming, the Dakotas, and Minnesota, and even as far away as New York, Chicago, Texas, California, and Canada.

They have also been successful in interesting equipment manufacturers in their cabinets and now produce walnut tape recorder cases for a Minneapolis firm with distribution in the U. S. and several foreign countries.

Klier has been interested in radio and phonograph equipment since he was a boy and while in the Air Force he was an instructor in electronics. He is a graduate of the University of Minnesota.

Vistaline and Klier Sound employ between six and nine people. The models sell from $300 to $3,000, and some custom work may go as high as $8,000. Custom products include almost every possible furniture housing from small cases to 20 ft. wall installations; production items include console model phonographs, tape recorder cases, record storage cabinets, pre-amplifier cases, speaker enclosures, and kit-formed equipment cabinets.

Further Potential

Having demonstrated their ability to compete with Michigan and Wisconsin case makers, Klier expects their small case work production has further potential and is also interested in contracting amplifier assembly work.

An example of the superb design and artful craftsmanship achieved by Vistaline is displayed in this console designed to house stereophonic equipment.

In the News . . .

Even the most particular gourmet had only one fault to find with the original Montana Treasure Steak introduced last spring. . . . It was too big for the ordinary person to consume at one sitting. Now a junior size of this quality cut is available for those who know a fine steak but who don't like to leave any of it on the plate—the new Montana Treasure Steak "Junior."

Germany has come up with the latest gimmick to cope with collisions on ski slopes. . . electrically powered ski poles with a button on the handle to work a horn signal. They go on display at a sporting goods fair this month.

Montronics, Inc., of Bozeman, has a contract through the Montana State College electronics research laboratory to provide a portion of the engineering services on the Minuteman missile project for Boeing Airplane Co., prime contractor for assembling, testing, and installing the missiles in Montana sites.

Montana Business Review, publication of the Bureau of Business and Economic Research at Montana State University, reports in the November issue that there are 14.3 airplanes in Montana per 10,000 population—a higher ratio than in any other state except Alaska. The ratio for all fifty states is 4.0 per 10,000 population. Aerial application, crop dusting and spraying of forest areas, is the most important segment of commercial flying in the state. In 1959 firms engaged in commercial flying employed 230 persons and paid approximately $1.2 million in wages (these figures include only wage and salary workers; proprietors and self-employed operators are excluded).

The greater Billings Development Corporation has recently been chartered. Purpose of the organizatin is to foster and promote the location of new business and industry and the development of existing business and industry in the Billings trade area.

73% of Montana's population increase between 1950 and 1960 occurred in the nine cities with over 10,000 population: Anaconda, Billings, Bozeman, Butte, Great Falls, Havre, Helena, Kalispell and Missoula. 96% of the increase occurred in cities with over 2,500 population.

Hatchery and Fishing Park

Paradise Rainbows at Livingston . .

Partial view of hatchery—capacity 5 million trout per year.

Feeding trout in raceways. Thousands of trout make water boil.

Miles of streams contain swarms of trout like this 4-pounder.

A new industry has been established in Paradise Valley near Livingston that promises to be the answer to a fisherman's prayer.

Here, several miles of old swamp and abandoned river channels have been turned into little lakes, roaring rapids, and beautiful stretches of shaded streams, and each fall this stream is stocked with several million rainbow trout from one of the country's largest hatcheries located on the property.

The hatchery is owned and operated by the Warren A. DePuy family and is known as Paradise Rainbows.

The hatchery was started in 1959 with a trial run of fingerlings and eyed eggs from commercial hatcheries in Washington. It has now grown to the extent that they not only stock their own stream, but deliver sizes from fingerlings to one pounders anywhere in the U. S. any time and in any amount via a three-ton truck equipped with circulating pumps, icing equipment and oxygen tanks.

Sell Dressed Trout

Also, the plant has a capacity of one million pounds of dressed trout per year and these are served in many restaurants in the state and sold through Safeway and Buttreys.

Many hatcheries take their water directly from a spring. At DePuy's the water flows through miles of lagoons and small lakes picking up tiny bugs and insects. Transplantings from such a natural diet tend to have a survival rate greater than those planted from hatcheries using sterile water.

DePuy stocks his own stream in the fall so that before the fishing season the following spring they have had ample time to become as wild and cunning as their nature-raised cousins. Fishermen are charged five dollars per day, which entitles them to keep five pounds of trout. Additional trout are a dollar a pound. Many of the visitor fishermen place orders to have iced trout shipped to them at a later date.

Superior to Wild Trout

The trout hatchery has a capacity of five million fingerlings per year. They are now produced from eggs mostly taken from their own spawners. The natural diet is supplemented with commercial pellets and many fish eaters claim that pellet-fed trout are far superior in flavor to the wild caught fish.

When the trout reach a size of around four inches, they are transplanted to raceways, and eventually sorted to stock private ponds or dressed and frozen for restaurant trade.

From the top ten percent, future breeders are selected. DePuy says that his stock has built up in this manner to such an extent that they grow twice as fast as wild trout and that this faster maturing meat is sweeter and more tender.

Miss Montana of 1961 serves Paradise Rainbow trout to friends in DePuy home. Lovely Joanna Lester of Missoula graciously accepted the invitation of the State Planning Board and State Advertising Department to pose for the above photograph to be used in publicity to help promote Montana trout as an industry and recreational pleasure.

MISSOULA'S MASTER PLAN

Missoula's Master Plan for the orderly growth of its urban area has just been completed and forwarded to the State Planning Board. This plan was prepared by the consulting firm of Ronald Thompson & Associates, Butte, Montana, in cooperation with the Missoula City-County Planning Board. Missoula received financial assistance necessary to undertake the project in the form of a matching grant from the federal government, and the State Planning Board administered the program. Final approval of the $13,400 project will rest with the federal government.

The Master Plan analyzes past and present trends in Missoula's economic base, its population, schools, parks, public buildings, and major streets, and then projects these trends into future demands as the city continues to grow.

Zoning and subdivision regulations have been prepared which will implement the plans and will translate them into courses of positive action.

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The fishing stream which DePuy bulldozed through his estate was opened to the public this year and fishermen came from New York to California to wet a line. All claimed they had had the time of their lives and that this was the greatest fishing they had ever experienced. The area is close to Livingston and Yellowstone Park, but DePuy plans to add cabin-style accommodations on the grounds in the future.

With the Planning Board . . .

Director Tom Collins attended the Third Regional Workshop on Higher Education held in San Francisco Nov. 19-21, co-sponsored by the Council of State Governments, the Western Governors' Conference, and the Western Interstate Commission for Higher Education (WICHE). Theme of the meeting was "The Role of the Colleges and Universities in the Economic Development of the West." Panel discussions were directed toward a greater utilization of basic and applied research which is accomplished by our institutions of higher learning. Others attending from Montana were Dr. H. K. Newburn, Montana State University; Dr. L. O. Brockmann, Northern Montana College; and Dr. Karl F. Kraenzel, Montana State College.

The 13-member Advisory Council met with the State Planning Board Nov. 1 and 2. Main categories discussed were manufacturing, lumbering, agricultural and mineral development, and the Board's activities in these fields.

Assistant Director Everett Darlinton has traveled considerably during the past month. On Oct. 26 and 27 he attended a meeting of the Pacific Northwest Chapter of the Forest Products Research Society held in Pullman, Wash., accompanied by Dick Setterstrom, chairman of the Board's Advisory Council. At the meeting they heard discussions concerning the newest developments in products that can be manufactured from wood. On Nov. 3rd, Darlinton attended an Area Development meeting in Hamilton where he, together with Dave Hartley and Tom Current of the federal government and John Bower of Montana State College, discussed the roles of the various agencies in this program. Darlinton and Professor Arnold Bolle of Montana State University visited Seattle on Nov. 7 to discuss the future of the SBA $40,000 Research Grant Program with Dr. Wilford White, head of the program in Washington, D. C. On Nov. 13, he visited Drummond where he described the functions of the State Planning Board to the Kiwanis Club. Nov. 20 he attended a meeting in Helena of Lewis & Clark County residents who are interested in forming an overall County Betterment Committee which will study past and present city and county plans and problems in order to determine methods of improving the economy and "livability" of the area.

SKI THE BIG SKY COUNTRY

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Awarded National Events

Toni Matt, then head ski instructor at Sun Valley, ran the first downhill racing course for the National Downhill and Slalom races held at Big Mountain in 1949, and stayed on to start the ski school. This event was again held there in 1951 and the National Junior Alpine championship in 1954. The latter event has again been awarded to Big Mountain and will be held in March of 1962.

'61-'62 Season Opens

The ski season runs from Thanksgiving to the middle of May with almost unvarying reliability. Besides the facilities available on the Mountain, there is a variety of accommodations in Whitefish with frequent bus service up the hill.

Schenck, now president of Winter Sports, Inc., and general manager of the resort, predicts a 40 to 50% increase in gross revenues for the 1961-62 season. Colorful brochures are available from him, and reservations can easily be made by letter, wire, or phone.

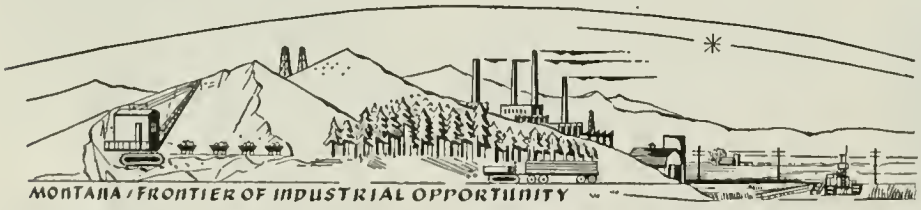
The State Advertising Department has placed ads in several publications this year to promote the 21 ski areas in Montana, reading "Ski the BIG SKY Country." Certainly Big Mountain, situated beside Glacier Park to the east and overlooking beautiful Flathead Valley, is BIG SKY Country.

MISSOULA'S MASTER PLAN

(Continued from page 3)

Such detailed and careful community planning is a prerequisite to the orderly growth and development of our cities. Furthermore, most industries will expect to find that Montana's cities have already been planned regarding such items as water, sewers, streets, schools, parks, recreational facilities, etc., and they will demand that industrial land, commercial sites and residential areas be separated by permanent zones which will prevent possible future infringement upon one another.

Other cities in Montana who have completed Master Plans within the past several years are Billings, Bozeman, Butte, Great Falls and Havre. Master Plans are nearing completion in Columbia Falls, Helena, Kalispell, and Livingston.



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Industrial Horizons

Monthly News Letter—Vol. 6, No. 7—Nov., 1961

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